



EUIPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



YOUTH WORKSHOP



EUIPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



EU IPO

EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



YOUTH WORKSHOP

EU IPO
EUROPEAN UNION
INTELLECTUAL PROPERTY OFFICE



**CREATE,
INNOVATE,
SUCCEED.**



AIM

Ideas Powered is an initiative to raise awareness of the value of intellectual property (IP) and the importance of respecting it. The Ideas Powered Youth Workshop can be held as a means to fulfil this objective. The Youth Workshop is held annually by the EUIPO in the framework of our awareness activities aimed at youngsters aged 18-30. This template could be used by the national IP offices (IPOs) in their own similar activities but also by others that share the same objectives.

PREPARATION

The idea of this template is for you to set the agenda for your own workshop using the elements below. The agenda should consist of three main parts. The first part should include different elements that teach the participants about IP. The second part is an exercise on sharing experiences within the field of IP followed by a discussion. The final part is to create a communication plan or similar, to spread IP awareness.

You must start by finding IP experts, speakers and/or a moderator for the activities you plan to do and for the number of participants you expect to invite. The EUIPO normally has around 60 participants, divided into four or more groups. The idea is that the groups consist of people with similar experiences, for example, young entrepreneurs, designers, etc.

The EUIPO might be able to help you find speakers and/or Ideas Powered ambassadors.



RESOURCES

The EUIPO has some resources, such as games, case studies, etc. that can be borrowed upon request. Please email ideaspowered@euipo.europa.eu.

LOCATION

You should either have one large room with tables large enough to seat an entire group, or one large room set up theatre-style for everyone and then several smaller rooms with chairs and tables for group discussions and/or other activities. Ideally, the workshop would be part of a bigger event, to maximise its exposure.



**create,
innovate,
succeed.**





AGENDA





1. WELCOME

Welcome the participants to the workshop and set the scene. Introduce the host, the speakers and the Ideas Powered ambassadors (if any).

2. IP MADE EASY IP MASTERCLASS

The idea of the IP masterclass is that an IP expert discusses the main intellectual property rights (IPRs), roughly explaining what each means and how they might affect the participants. This can be done in various ways, for example, quick-fire activities using set case studies tailor-made for the participants. This will establish a benchmark of knowledge that everyone can share and apply in future sessions.

3. GAMES

Another exercise to teach participants about IP and its surrounding issues is to get them to play games. Listed below are two different ideas, such as how to register your rights, etc. Both are played in groups of 4-6 and aim to introduce and deepen IP knowledge. It is recommended that IP experts are on hand at each table to answer questions.

Ideas Powered has created a board game with dice and cards for general IP knowledge. It is similar to Monopoly, but for IP. You encounter various scenarios where you must apply your previous knowledge to combat each scenario. For example, hiring an IP lawyer to draft a contract, receiving or sending out infringement letters, etc. It is very interactive and proven to be fun and instructive for all.

Ideas Powered has also created a card game specifically on the registration procedure of EU trade marks. This includes the fast track process, how to decide what goods and services to protect, etc. This card game could be adapted for national registration procedures.



4. THEMED WORKSHOPS

As mentioned above, when deciding on participants it is a good idea to group them according to what they do. Each group can work on different themes, which can be adapted to the participants' experience and knowledge. For example, the following themes could be used for a Youth Workshop:

IP AND ME

This is a roundtable exercise, in which participants are asked to talk about their backgrounds and openly discuss their IP experiences. The aim is to demonstrate how important IP is and how it has most likely affected them already, perhaps unknowingly. Ideally, this session should be moderated by previous participants, for example, Ideas Powered ambassadors. They could start and act as an icebreaker. An IP expert could also circulate between the groups to help answer questions and guide the participants back on track if required.

IP AS A TOOL FOR GROWTH

This is an open session for all of the groups with an IP expert. The aim of this session is to use the information gathered in the 'IP and me' session to discuss ways of using IP as a tool to grow and maybe also benefit from.

COMMUNICATION ACTION PLANS

This is designed as the final part of the workshop, where participants can draw on the knowledge they have gained during the previous sessions and try to implement it into concrete communication plans about IP to be disseminated in their respective communities. Participants should be divided into their initial groups and asked to devise one (or more) communication plan(s) aiming to spread awareness about IP. This could be anything, from small stickers with a clear IP message to fashion shows with the specific purpose



of highlighting counterfeiting. To be successful, participants must define the objective(s), key message(s), target audience and timing of each plan they produce.

These plans should be presented to all of the participants at the end of the day. This could be done through elevator pitches, PPT presentations, short videos, etc.

Moving forward, these communication plans could even be used at a national level by IPOs, in collaboration with the participants. They could even be implemented through bilateral agreements between the EUIPO and the IPO concerned.





5. OPTIONAL WORKSHOP ELEMENTS

INSPIRING SPEAKERS

The workshop would benefit from inviting representatives from private companies (large or small), government bodies or Ideas Powered ambassadors from the respective country, who can speak about their IP and related experiences. This could be followed up by a Q&A session.

For example, the Ideas Powered Youth Workshop benefited from the input of a Google representative at one of our events.

PANEL DISCUSSIONS

You can also arrange panel discussions with inspiring speakers who can present their stories briefly (10-15 min) and follow up with a panel discussion with 1-2 (previously identified) participants to share and discuss common issues. The panel discussion could also be moderated for best practice.

Panel discussions are particularly useful when the workshop is part of a larger event, as more people are able to watch and listen.

EXHIBITION

Different exhibitions can also be a welcome addition to your workshop. Ideas Powered has, on occasion, liaised with customs to arrange an exhibition on fakes versus originals. You could request they attend the workshop with samples of fake goods and maybe a demonstration on how to detect the differences between fakes and originals.

The EUIPO might be able to provide you with some useful contact points, in this regard.

What's hot & what's not: fashion, IP and business

PANEL DISCUSSION WITH INTRODUCTORY
TALK FROM NEFELI GEORGALA

@ideas-powered

ideas
powered



ideaspowered.eu
IdeasPowered@euipo.europa.eu